



Sample E-mail Blast to Colleagues

Hello [NAME]:

This is a special invitation for you to preview the National Eye Institute's (NEI), part of the National Institutes of Health, U.S. Department of Health and Human Services, new traveling exhibit in [LOCATION] on [DATE] at [TIME]. **THE EYE SITE: A Traveling Exhibit on Low Vision for Shopping Centers** features five kiosks with an interactive multimedia touchscreen program that provides information on the causes of and warning signs for low vision, questions to ask eye care professionals, and a self-assessment.

The interactive program, which is available in English and Spanish, also features a variety of videos and ELVEE, the program's animated guide. Other exhibit kiosks feature a display of devices to help people with low vision, a guide to local resources, and NEI publications about low vision.

This exhibit, and a duplicate, will travel to shopping centers around the country for the next several years. Since the exhibit tour was launched in the spring of 2001, millions of shoppers have had the opportunity to see the exhibit and learn about low vision.

Get a sneak preview of the exhibit on the NEI Website at www.nei.nih.gov/nehep/eyesite.

See you on [DATE].

[NAME]

[TITLE]